

Whitewater Parks & Recreation Annual Report 2010

Make A Difference Day ~ April 23, 2010



Photo Courtesy of Gregg Theune

The mission of the City of Whitewater Parks and Recreation Department is to provide exceptional park and recreation services that enhance the livability of our community.

The purpose of this report is to summarize the activities and accomplishments of the Parks and Recreation Department during the Fiscal Year 2010 (January 1, 2010 – December 31, 2010). This summary is intended to inform officials and the public, as well as serve as a reference for staff, by providing a historical record of 2010.

The Whitewater Parks and Recreation Department oversees 239.7 acres of park land and maintains 20 parks and recreational facilities. A wide array of sports, recreation activities, lessons, and special events are available for citizens of all ages. Open space, parks, and trails provide opportunities to enjoy the natural beauty of Whitewater.

Parks & Recreation Board

The Parks and Recreation Board is comprised of seven members and one alternate. Three members are representatives of the City Council, the Whitewater Unified School District, and the University of Wisconsin-Whitewater. The other four seats are appointed by the City Council along with an alternate. The Parks and Recreation Board meets the 1st Monday of the month at 5:00 p.m. and the public is welcome. More information including agendas and minutes can be found at www.whitewater-wi.gov. The listing below are Parks & Recreation Board members that served in 2010.

Board Member	Consecutive Years of Service	Term Expires
Jim Olsen	1	4/30/2011
George DeVries, Alternate	3	4/30/2011
David Stone	8	4/30/2012
Prudence Negley	4	4/30/2012
Brandon Knedler	1	4/30/2013
Rick Daniels	1	4/30/2013
Dr. Vance Dalzin	1	Indefinite
Jen Kaina	2	Indefinite

Parks & Recreation Board Changes in 2010

Max Taylor who served on the Board for 4 years was replaced as the Council representative by Jim Olsen.

Sheila Kindwall who served on the Board for 7 years was replaced as the School District representative by Dr. Vance Dalzin.

Rick Daniels and Brandon Knedler were appointed to fill the vacancies of Nicole Grosinske (6 years) and Steve Ridenour (4 years).

Parks & Recreation Board 2010 Highlights

January

- David Stone was appointed to serve as the Parks and Recreation Board representative on the Urban Forestry Commission
- Approved a name change from Indian Mounds Park to Whitewater Mounds Archeological Preserve (this was not supported by the Common Council and a new name was later approved)
- Recreation Program Photography Services were awarded to LaBelle Photography.

February

- Several sponsorship programs were approved including a Gift Catalog, youth sports, Concerts in the Park, and the flower hanging baskets.

March

- The Board determined to hold the Halloween Party on Saturday, October 30th while keeping Trick or Treating on October 31st.

April

- The park hours at Indian Mounds Park were changed to now be from Sunrise – Sunset.
- Chemical lake management services were awarded to Lakeland Biologists.

May

- Four new Board members were seated and appointments were made to various committees.
- The May meeting was a joint session with the Landmarks Commission. The meeting focused on in-depth discussion on Indian Mounds Park. Whitewater Effigy Mounds Preserve was selected as the name for this site.

June

- Approved Rotary's request to hold Duck Race during 4th of July celebration at Trippe Lake Park
- A park tour was held for all Board members.
- The board eliminated the membership fee to use the Bark Park, effective January 1st, 2011.

July

- Recreation Intern, Kale Olson made a presentation on the growth of the youth baseball and softball program and increasing demand being placed on fields.
- Created a sculpture park task force.
- Accepted a donation of land from Jean Trost to be known as the "Ray Trost Nature Preserve".
- Approved purchase of real-estate to expand Starin Park.

August

- Presentation by Dr. Jeff Thornton on progress of Lakes Protection Plan.
- Approved annual waterfowl hunting program.
- Approved youth sports policy that requires background checks of volunteer coaches, coaches education, and a parent education session prior to each sports season.

September

- Approved park signage for Whitewater Effigy Mounds Preserve and Ray Trost Nature Preserve
- Approved the 2011 Parks and Recreation Budget

October

- Approved the conceptual idea of building the Treyton Kilar Field of Dreams
- Approved 2011 goals for the Parks and Recreation Department

November

- Approved the Natural Yard Landscape Ordinance.
- Selected Jennings & Associates as consultant for restoration of Whitewater Effigy Mounds Preserve
- Approved changes to the Facility Rental & Reservation Policy.

December

- Approved Emerald Ash Borer (EAB) Management Plan
- Accepted draft of Lakes Protection Plan created by the South East Wisconsin Regional Planning Commission (SEWRPC)

DEPARTMENT STAFF



Matt Amundson
Parks & Recreation Director



Chuck Nass
City Forester
Parks/Streets Superintendent



Michelle Dujardin
Recreation & Community
Events Programmer



Deb Weberpal
Senior Coordinator



Nancy Stanford
Administrative Assistant

AWARDS & RECOGNITION

- Tree City USA
- Seniors in the Park WPRA Silver Star Award for “The Global Gala”

GRANTS AWARDED

- The department in partnership with the Whitewater Unified School District and UW-Whitewater was awarded a \$9,000 grant for the development of a wellness coalition for the Whitewater Community (W3).
- The department was awarded a \$40,000 Bicycle & Pedestrian Planning Grant from the Department of Transportation in November of 2010.

Education & Training

- Deb Weberpal attended a self directed teams workshop.
- Michelle Dujardin attended the IPRA (Illinois Park and Recreation Association) Conference in Downtown Chicago in January.
- Michelle Dujardin attended the WPRA Spring Workshop at Chula Vista in Wisconsin Dells in March.
- Deb Weberpal obtained her NETA group fitness instructor certification in March.
- Deb Weberpal attended the NISC Senior Center intensive training in March.
- Matt Amundson attended the Wisconsin Association of Lakes annual conference in Green Bay in April.
- Deb Weberpal participated in a webinar on ageism through NCOA/NISC in May.
- Matt Amundson and Chuck Nass attended the WPRA Summer Park tour held in New Richmond in July.
- Deb Weberpal attended a community marketing webinar in August.
- Matt Amundson, Chuck Nass, and Michelle Dujardin participated in the Annual Management Staff Retreat in September, Entitled True Colors.
- Deb Weberpal attended the WASC Annual Fall training in September.
- Matt Amundson attended a two day training through the Healthy Wisconsin Leadership Institute held at EPIC in Verona in October.
- Michelle Dujardin attended a one day workshop on Event Planning in Madison in October.
- Matt Amundson, Michelle Dujardin, and Deb Weberpal attended the WPRA Annual Conference in La Crosse in November.
- Michelle Dujardin obtained her Masters Degree in Recreation Administration from Aurora University.

PARKS, TRAILS, OPEN SPACE & FACILITIES



East Gate Park

On April 23rd the playground equipment was installed as part of Make A Difference Day. Volunteers from UW-Whitewater and LSP-Cogentrix joined DPW crew members in the community build of this playground. On June 3rd, a dedication was held with numerous families from the surrounding neighborhood in attendance.

Rain Garden

On April 23rd in a partnership with UW-Whitewater students and Tallgrass Restoration, a rain garden was installed at the Trippe Lake Shelter & Restrooms. The rain garden collects stormwater from the roof of the building. The plants include a special root structure that absorbs the water. The garden has proven to be an excellent addition to the park and an education resource for the community, providing an example of sustainable stormwater management.



Soccer Fields @ Moraine View Park

The fall of 2010 saw the first soccer games at Moraine View Park. The Whitewater Youth Soccer Club utilized the park as one of its soccer sites for the fall season, a total of 4 fields were used. Additionally, the other planned four fields were graded and seeded in 2010. When completed, the complex will allow the club to play a full schedule of games in one location.

Electrical Improvements @ Cravath Lakefront Park

A donation of \$4,000 from DLK Enterprises and funds from Park Development contributed towards this upgrade that extended electrical service along the parking lot in Cravath Lakefront Park. The upgrade allows for improved electrical capabilities at festivals and events like the 4th of July, Taste of Whitewater, and Freeze Fest.





Skyway Park

A sidewalk was installed from Tower Hill Pass to the playground and from the Playground to Peninsula Lane at Skyway Park as part of the development agreement for the subdivision. Funds from the park development fund were used to connect the path around the playground, adding to the accessibility of the site.

Trail Development

The extension of Starin Road as part of the Innovation Center project included multi-use trail development along the south side of Starin Road and throughout the Technology Park. The base of the trail was established in 2010 and paving is expected in early 2011. The trail includes a large span bridge (photo on the left).



Starin Park Acquisition

The city purchased a home that was surrounded on 3 sides by Starin Park. The house was located at 372 N Fremont Street and will be demolished in 2011.

PARKLAND DEDICATION FEE ACCOUNTS

Account Name	1/1/2010	Spent in 2010	Collected in 2010	Balance
Parkland Acquisition (240)	\$106,839.33	\$97,032.00	\$646.49	\$10,453.82
Parkland Improvement (245)	\$41,610.85	\$42,399.11	\$5,299.63	\$4,511.37

RECREATION PROGRAM HIGHLIGHTS



Ivy & Fitness Programming

A big Thank You to Ivy Miles! After 10 years with the City of Whitewater, Ivy Miles, Fitness & Wellness instructor is changing the location of her programming as of January 2011. We would like to thank Ivy for everything she has done for the City and the community! She is a true asset to our department. Ivy will continue to work with our department in consulting, specialty classes and community events.

Rock Climbing & Wall Crawlers

After several years of offering rock climbing classes through Wall Crawlers, the facility was sold in August. This program will be missed.



NFL Flag Football Partnership

In the fall of 2010, we expanded our flag football program to include Eagle. The league is now comprised of teams from Eagle, Palmyra, and Whitewater. The league also partnered with NFL Flag, the largest benefit being that teams were now equipped with replica NFL jerseys.

Quad County League

A project a year in the making, the communities of Delavan, Eagle, East Troy, Elkhorn, Palmyra, Waterford, and Whitewater formed the Quad County Baseball and Softball league. The league offered baseball and softball in the 10 & Under, 12 & Under, and 14 & Under age levels. A total of 76 teams played in the inaugural season which included 14 game regular seasons, an all-star game for each age level, and end of season tournaments. Whitewater had 3 teams in 10 & Under baseball, 3 teams in 12 & Under baseball, 2 teams in 12 & Under softball, and 2 teams in 14 & Under softball.





Spring Dance Recital

Saturday, April 24th was filled with a night of glamour and fame for children and adults of all ages. The 2010 Spring Dance Recital was themed, Under The Sea, featuring ducks, crabs, baby belugas, crocodiles and sea cruises. The Spring Dance Recital is greatly supported by the UW-Dance Company by supplying volunteers, costume preparation and additional performances.

Holiday Dance Performance

On Thursday, November 18th & Saturday, November 20th the Fall dance participants performed their first Holiday program for the residence of Fairhaven, Blackhawk Manor, and families. Holiday themed songs and costumes brought cheer to many.



Adult Softball League Champions

Fall Tuesday Men's League

League: Dan's Meat Market

Tournament: Dan's Meat Market

Summer Sunday Co-ed

League: Zingg Motors

Tournament: Zingg Motors

Summer Monday Men's

League: First Citizens State Bank, Rosa's, Rick's Eastside Pub (tie)

Tournament: Rick's Eastside Pub

Summer Tuesday Men's

League: Beer Here

Tournament: Beer Here (top photo)

Summer Wednesday Women's

League: Waltom-Randolph Memorials

Tournament: Waltom-Randolph Memorials (bottom photo)



RECREATION PROGRAMS & FINANCIALS

Winter/Spring 2010 Recreation Program Financial Report

Winter/Spring 2010	Participants	Revenue	Expenses	Percent of Recovery	Average Cost of Program	
Contractual Programs						
Gymnastics (8) 2 sessions x 4	110	\$5,290.00	\$4,472.00	118%	\$48.09	
Karate (6) 2 sessions x 3	54	\$1,420.00	\$675.00	210%	\$26.30	
Rock Climbing (5) 3 sessions	24	\$790.00	\$648.00	122%	\$32.92	
Adult Fitness (33) 5 sessions	170	\$7,502.00	\$6,643.80	113%	\$44.13	
Special Events						
Freeze Fest	2100	\$274.00	\$265.30	103%	Free	\$
Ride Your Bike to School Day	61	\$0.00	\$0.00	-	Free	
Recreation Programs						
Youth Basketball	81	\$3,091.40	\$3,092.30	100%	\$38.17	\$
Start Smart Soccer	7	\$325.00	\$356.00	91%	\$46.43	
Start Smart Baseball	8	\$120.00	\$15.50	774%	\$15.00	
Volleyball Instruction	18	\$280.00	\$159.06	176%	\$15.56	
Dance Program & Recital (11)	61	\$3,345.00	\$3,383.56	99%	\$54.84	
Ice Rink	1276	\$0.00	\$5,117.06	0%	Free	
Creative Kids	6	\$160.00	\$127.46	126%	\$26.67	
Senior Programs (Jan - April)						
Bus Trips (1)	42	\$2,422.00	\$2,272.00	107%	\$57.67	
Van Trips (3)**	57	\$489.00	\$270.00	181%	\$8.58	
Movie*	129	\$60.00	\$181.11	33%	\$0.47	
Exercise Class (Stretch/Flex)	718	\$656.00	\$308.84	212%	\$0.91	
Volunter Appreciation	28	\$0.00	\$288.14	0%	\$0.00	
AARP Tax Prep	114	\$489.40	\$0.00	-	\$4.29	
* Movie expense is upfront in January						
** Gas charges unknown at time of report						
\$ = donation \$ included in revenue						
Totals: Winter 2009-Spring 2010	5064	\$26,713.80	\$28,275.13	94%	\$5.28	
Seniors In the Park Attendance:	Daily Avg	Vol Hours				
January	53.4	87				
February	53.3	99				
March	58.7	347				
April	60.9	214				

Summer 2010
Recreation Program Financial Report

Summer 2010	Participants	Revenue	Expenses	Percent of Recovery	Average Cost of Program
Contractual Programs					
Gymnastics (10)	73	\$4,425.00	\$3,817.50	116%	\$60.62
Adult Fitness (8)	36	\$2,261.00	\$2,016.90	112%	\$62.81
Karate (9)	48	\$1,490.00	\$720.00	207%	\$31.04
Horse Camp	1	\$300.00	\$270.00	111%	\$300.00
Special Events					
Concerts in the Park/Family Fun Nights	948	\$2,900.00	\$5,700.25	51%	\$3.06 *
Attraction Tickets	640	\$16,159.75	\$15,941.75	101%	\$25.25
Recreation Programs					
Cravath Lakefront Café/ Boat Rentals	91	\$847.04	\$1,373.95	62%	\$9.31
Dance Classes (2)	41	\$1,640.00	\$948.75	173%	\$40.00
Kids Escape	29	\$6,510.00	\$5,523.42	118%	\$224.48
Youth Baseball & Softball (13 teams)	160	\$10,386.10	\$13,897.82	75%	\$64.91 *
Tee Ball	58	\$2,020.00	\$877.43	230%	\$34.83 *
Rookie Ball	64	\$1,970.00	\$874.23	225%	\$30.78 *
Adult Softball Leagues (26 teams)	312	\$9,150.00	\$8,217.27	111%	\$29.33
Track & Field	12	\$326.00	\$260.96	125%	\$27.17
Senior Programs					
Van Trips (10) ++	95	\$1,226.00	\$589.85	208%	\$12.91
Stretch & Flex	431	\$260.00	\$212.00	123%	\$0.60
Bus Trips (2)	76	\$4,300.00	\$4,330.00	99%	\$56.58
Movie +	76	\$60.00	\$10.24	586%	\$0.79
+ Movie expense is upfront in January					
++ Gas charges unknown at time of report					
Totals Summer 2010	3191	\$66,230.89	\$65,582.32	101%	\$20.76

* = sponsorship \$ included in revenue

Seniors In the Park Attendance:	Daily Avg	Vol Hours
May	56.3	121.25
June	43.7	154.25
July	44.6	110
August	49.3	127

Fall 2010
Recreation Program Financial Report

Fall 2010	Participants	Revenue	Expenses	Percent of Recovery	Average Cost of Program
Contractual Programs					
Gymnastics (4)	70	\$3,226.00	\$2,731.36	118%	\$46.09
Adult Fitness (24)	116	\$5,110.00	\$4,518.00	113%	\$44.05
Karate (6)	61	\$2,200.00	\$1,075.00	205%	\$36.07
Special Events					
Youth Halloween Party	265	\$322.50	\$361.46	89%	\$1.22
Recreation Programs					
Little Picasso's	9	\$235.00	\$220.75	106%	\$26.11
Dance Classes (7)	37	\$1,407.00	\$1,536.42	92%	\$38.03
Youth Flag Football (3 programs)	70	\$2,880.39	\$3,649.44	79%	\$41.15
Fall Adult Softball League (6 teams)	75	\$900.00	\$857.58	105%	\$12.00
Start Smart Basketball	9	\$155.00	\$94.26	164%	\$17.22
Tots, Tunes & Tumbling	9	\$200.00	\$87.13	230%	\$22.22
Senior Programs					
Exercise Class (Stretch/Flex)	77	\$410.00	\$131.25	312%	\$5.32
Van Trips (10)	70	\$566.00	\$420.00	135%	\$8.09
Holiday Dinner	68	\$766.00	\$946.00	81%	\$11.26
One Stop Shop	400	\$1,341.04	\$537.77	249%	\$3.35
Movie+	88	\$80.00	\$13.07	612%	\$0.91
Global Gala	65	\$123.00	\$173.50	71%	\$1.89
Totals Fall 2010	1489	\$19,921.93	\$17,352.99	115%	\$13.38

Seniors In the Park Attendance:	Daily Avg	Vol Hours	Programs Offered
September	62	144	32
October	72	157	38
November	73	261	31

+ Movie expense is upfront in January

2010
Recreation Program Financial Report

	Participants	Revenue	Expenses	Percent of Recovery	Avg Cost of Program
Contractual Programs					
Adult Fitness (65)	322	\$14,873.00	\$13,178.70	113%	\$46.19
Gymnastics (22)	253	\$12,941.00	\$11,020.86	117%	\$51.15
Karate (21)	163	\$5,110.00	\$2,470.00	207%	\$31.35
Rock Climbing (5)	24	\$790.00	\$648.00	122%	\$32.92
Special Events					
Attraction Tickets	640	\$16,159.75	\$15,941.75	101%	\$25.25
Concerts in the Park/Family Fun Nights	948	\$2,900.00	\$5,700.25	51%	Free
Freeze Fest	2100	\$274.00	\$265.30	103%	Free
Ride Your Bike To School	61	\$0.00	\$0.00	-	Free
Youth Halloween Party	265	\$322.50	\$361.46	89%	Free
Recreation Programs					
Adult Softball Leagues	312	\$9,150.00	\$8,217.27	111%	\$29.33
Cravath Lakelront Cafe/ Boat Rentals	91	\$847.04	\$1,373.95	62%	\$9.31
Creative Kids	6	\$160.00	\$127.46	126%	\$26.67
Dance Classes & Recital	139	\$6,392.00	\$5,868.73	109%	\$45.99
Fall Adult Softball Leagues	75	\$900.00	\$857.58	105%	\$12.00
Ice Rink	1276	\$0.00	\$5,117.06	0%	Free
Kids Escape	29	\$6,510.00	\$5,523.42	118%	\$224.48
Little Picasso's	9	\$235.00	\$220.75	106%	\$26.11
Rookie Ball	64	\$1,970.00	\$874.23	225%	\$30.78
Start Smart Golf	8	\$120.00	\$15.50	774%	\$15.00
Start Smart Soccer	7	\$325.00	\$356.00	91%	\$46.43
Tee Ball	58	\$2,020.00	\$877.43	230%	\$34.83
Tots, Tunes & Tumbling	9	\$200.00	\$87.13	230%	\$22.22
Track & Field	12	\$326.00	\$260.96	125%	\$27.17
Volleyball Instruction	18	\$280.00	\$159.06	176%	\$15.56
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Youth Basketball	81	\$3,091.40	\$3,092.30	100%	\$38.17
Youth Flag Football	70	\$2,880.39	\$3,649.44	79%	\$41.15
Senior Programs					
Bus Trips	42	\$2,422.00	\$2,272.00	107%	\$57.67
Exercise Class	1226	\$1,326.00	\$652.09	203%	\$1.08
Holiday Dinner	68	\$766.00	\$946.00	81%	\$11.26
Movie	293	\$200.00	\$204.42	98%	\$0.68
One Stop Shop	400	\$1,341.04	\$537.77	249%	\$3.35
Recreation Classes	114	\$489.40	\$0.00	#DIV/0!	\$4.29
Van Trips (23)	222	\$2,281.00	\$1,279.85	178%	\$10.27
Volunteer Appreciation	28	\$0.00	\$288.14	0%	\$0.00
Global Gala	65	\$123.00	\$173.50	71%	\$1.89
Totals 2010	9658	\$108,111.62	\$106,516.18	101%	\$11.19

SPECIAL EVENTS



Freeze Fest

The annual Freeze Fest event held on Saturday, February 20th brought multiple groups within Whitewater together to provide a wonderful day. 750 people enjoyed the Kiwanis Pancake Breakfast, 225 people enjoyed the horse drawn wagon ride through the city, 92 people ventured to the library for a snow dog's presentation, 13 groups enrolled in the chili cook-off and provide tastings, and 258 people braved the cold to plunge into icy waters which raised over \$45,000 for the Southeastern Special Olympics.

Concerts In The Park/Family Fun Nights

Thursday evenings at 7pm in Cravath Lakefront Park brings community members of all ages free entertainment. 2010 brought hands-on animal encounters, Big Rigs, Bouncy Houses, and music ranging from Indie Pop to the all-time favorite country dances.



Halloween Party

Saturday, October 30th from 6-8pm families traveled to the Downtown Armory bringing donations for the food pantry as admission to the annual Halloween Party. 2010 showcased 265 participants dressed in array of costumes. 2010 was also the first year the event partnered with Downtown Whitewater Inc to provide Trick or Treat the Triangle down Main Street with additional activities stationed on 1st Street.



Taste of Whitewater

On Friday, September 24th & Saturday, September 25th the 4th annual Taste of Whitewater event took place at Cravath Lakefront Park. Participants were greeted with local restaurants, bouncy houses, art stations, live entertainment, and a variety of Wisconsin beer and wines. The 2010 event partnered with the Whitewater Police Department Safety Fair, Working for Whitewaters Wellness Coalition, and the Minneiska Ski Team to provide two days of endless events for the community.

Taste Trot 5K & Fit Kid Shuffle

As part of the 2010 Taste of Whitewater event, working for whitewaters wellness coalition provided a 5k run/walk and 1mile Fit Kid Shuffle. Participants met under the Cravath Lakefront Arch to enjoy an afternoon of friends and fitness. The 5K Taste Trot had a total of 52 participants with 18 youth who ran or walked the Fit Kid Shuffle.



WOW- Whitewater on Wellness Alpine Ski Trip

Wow is the name the Whitewater Unified School District will be using for their new alcohol, tobacco, and other drug (ATODA) prevention activities. On Friday, January 22nd Whitewater School Districted partnered with the Parks & Recreation Department to offer a ski trip to Alpine Valley.

Ride your Bike to School Day

The second week of May brings the annual Ride your Bike to School Day to every Elementary School in Whitewater. In 2010, we had 22 participants at Lincoln, 18 participants at Washington and 9 participants at Lakeview. Riders were greeted by volunteers giving out Police Department issued reflectors, safety booklets, and education promoting physical activity.



SENIOR PROGRAMS & SERVICES HIGHLIGHTS



Special Events

Seventeen special events were held throughout the year both on-site and at offsite locations. These events were: Car Cleaning and Inspection, Chili Cook-of, Chocolate Day, Easter Bunny Luncheon, Global Gala, Holiday Dinner at the Country Club, Holiday Lunch at the Nutrition Site, Holly Days participation, One Stop Shop, Oktoberfest, Tai Chi Demonstration at Taste of Whitewater, Salad Pot Luck Luncheon, Senior Day Out, Volunteer Appreciation, and Meal site events: Ice Cream Sundae Day, Birthday Days, and Campfire Day.

Senior Van Trips

The van travels monthly for the Lunch Bunch, and Janesville Shopping trips. Twenty different monthly excursions were offered to take travelers to interesting and fun destinations. The van is also used to bring people to the Starin Park Community Building for programs and services, as needed. Volunteer drivers make the journey pleasant and safe.



Coach Bus Trips & Extended Trips

In 2010, travelers went on exciting, extended trips to Costa Rica, a Gulf Coast Getaway, and Myrtle Beach Melodies. Coach trips are offered through a partnership with the Fort Atkinson Senior Center. This partnership fills buses and saves staff time by sharing the planning and escorting responsibilities.

Fundraisers

Two large fundraisers were held, the Easter Bunny Lunch and the One Stop Shop. The net profits raised from these fundraisers totaled \$1,110. Smaller in-house fundraisers netted \$286. These funds are used to purchase needed items for the center or to bring in programs and speakers.



Volunteers

Volunteers donated a total of 1923 hours in 2010, doing a myriad of jobs, providing services, and leading programs. The value of these volunteers is \$23,070 and is almost equivalent to a full time staff person. There is always a need for volunteers to maintain and grow the offerings of Seniors in the Park.

Seniors in the Park Receives State Award

The Wisconsin Parks and Recreation Association awarded Whitewater Seniors in the Park Program with a Silver Star award in recognition of its annual Global Gala event. The Global Gala is an evening of interaction with and entertainment by UW-Whitewater international students at the Senior Center in Starin Park. The event includes a dessert buffet that is followed by UW international students showcasing both traditional and modern entertainment from Asia, Africa, Europe and South America. The Global Gala has been a tremendous event that has connected Whitewater's seniors with UW international students in a fun and positive way as well as exposing our seniors to other cultures through dance and entertainment, all in a familiar and accessible environment. Senior Coordinator Deb Weberpal was one of only two state Silver Award recipients this year in the Senior Programming Category. Whitewater was awarded its Silver Star in the small community's category.



FACILITY USAGE

Open Gyms

Several hours of Armory Gym time was devoted to weekly open gyms. Open gym hours were provided on Sunday & Tuesday evenings for adult basketball and on Friday evenings for Adult Volleyball. Additional open gym times were reserved for youth and adult soccer and youth open gyms were held on no-school days.

Rentals

The Parks and Recreation Department oversees building usage at the Armory, Starin Park Community Building, Cravath Lakefront Community Center, ball diamonds at Starin Park, and a variety of park shelters. The numbers below indicate the combination of recreation program and facility rental reservations in 2010 along with total hours of facility use.

	# of Days Reserved	Total Hours	Total Estimated Attendance
Downtown Armory Dance Studio	231	5,284	5,622
Downtown Armory Gym	322	1,898	25,479
Starin Park Community Building	304	168	7,684
Cravath Lakefront Community Center	160	761	7,840
Starin Park Ball Diamonds (3)	127	458	1,851
Park Shelters (5)	151	2,095	9,235
Totals	1,295	10,664	57,711

The figures listed above include 116 paid facility rentals that generated revenue totaling \$23,768. The remaining 1,179 reservations were for department sponsored programs and events or were reservations from approved partners that receive free use of buildings.

Big Brick Park Ice Rink

	Dec 09	Jan 10	Feb 10	Totals
Total Days Open	11	28	11	50
Total Hours Open	70.5	179	67.5	317
Total Skaters	104	932	240	1276
Average Skaters Per Hour	1.48	5.21	3.56	4.03
Monthly Staff Hours	182	259.75	89.25	531

The rink was open an additional five days compared to last year and saw an additional 168 skaters due to a colder month of February. In the past two years the rink has seen an increase of 374 skaters.

BOARDS, COMMITTEES, & PARTNER ORGANIZATIONS

The Parks and Recreation Department works with several community organizations to strengthen services or assist in program delivery. These organizations are critical to the success of the department and have similar goals and objectives in serving the community.

Boards & Committees

Downtown Whitewater

- Promotions Committee Member (Michelle Dujardin)

Freeze Fest

- Committee Member (Michelle Dujardin)

Holiday Parade/Happy Holly Days

- Committee Member (Michelle Dujardin)

Quad County Youth Baseball & Softball

- Board Member (Matt Amundson)

Taste of Whitewater

- Committee Member (Michelle Dujardin)

Whitewater Youth Football League

- Board Member (Matt Amundson)

Whitewater Tourism Council

- Board Member & Vice Chair (Michelle Dujardin)

Wisconsin Association of Senior Centers (WASC)

- 2011 Conference Committee Chairperson (Deb Weberpal)

Wisconsin Parks & Recreation Association

- Park Section Region 3 Representative (Matt Amundson)
- 2010 Conference Committee (Michelle Dujardin)

Working for Whitewater's Wellness (W3)

- Steering Committee Co-chair (Matt Amundson)
- Move Naturally Chairperson (Matt Amundson)
- Budget & Finance Committee Member (Matt Amundson)
- Publicity Committee Member (Michelle Dujardin)

WOW (Wellness on Whitewater)

- Committee Member (Michelle Dujardin)

Partner Organizations

Downtown Whitewater

Chamber of Commerce

Optimist Club

Kiwanis Club

Irvin L. Young Library

UW-Whitewater

Irvin L. Young Library

Fairhaven

Hawk Bowl

Fort Health Care

Brightstar

Mulberry Glen

Country Nurses

Hospice Advantage

Rainbow Hospice

Area Senior Centers

RSVP

Our House Senior Living

Nelson Transportation

Volunteer Connections

Walworth Co Aging & Disability Resource Center

Whitewater Arts Alliance

Whitewater Tourism Council

Whitewater Youth Soccer

Whitewater Cable TV

Whitewater Unified School District

Whitewater Fitness & Aquatic Center

Whitewater Traveling Basketball

Whitewater Youth Football League

Whitewater Youth Wrestling

Department of Natural Resources

Wisconsin Parks & Recreation Assoc

Walworth Co Nutrition Program

Wisconsin Assoc of Senior Centers

American Assoc of Retired People

Senior Comm. Employment Prog

National Council on Aging

Oak Ridge Golf Course

National Institute of Senior Centers

Four Lakes Athletic Club

Whitewater Family Practice

DONATIONS & SPONSORSHIPS

The following donations and sponsorships greatly assisted the department in offering programs and services throughout 2010.

Youth Sports		Concerts in the Park		Flower & Hanging Baskets	
DLK Enterprises/Hawk Bowl	\$1,100	Coburn Company	\$1,500	Downtown Whitewater	\$2,500
Cogentrix/LSP	\$500	Walmart	\$200	Dale's Bootery	\$100
LaBelle Studios	\$496.85	Whitewater Snoseekers	\$200	Dawn & Lyle Hunter	\$100
Golden State Foods	\$200	Dalee Water Conditioning	\$200	John & Marie Patterson	\$100
Fort Community Credit Union	\$200	Dental Perfections	\$200	Jim & Carol Miller	\$100
First Citizens State Bank	\$100	Triebold Implement	\$200	Kevin & Nancy Brunner	\$100
UW Credit Union	\$100	Whitewater Farmers Market	<u>\$200</u>	Quiet Hut Sports	\$100
Whitewater Country Club	\$100		\$2700	GMA Printing	\$100
Martin Business Group	\$100	Halloween Party		Commercial Bank	\$100
Winchester Tru Value	\$100	Coburn Company	\$100	The Sweet Spot Coffee Shoppe	\$100
Good Morning Advertiser	\$100	First Citizens State Bank	\$75	First Citizens State Bank	<u>\$100</u>
UW-Whitewater Optimist Club	\$100	AG Trade & Consumer	\$45		\$3400
Frawley Oil Company	\$100	Ketterhagen Motors	<u>\$25</u>		
Dalee Water Conditioning	<u>\$100</u>		\$245		
	\$3,396.85				
Seniors In The Park		Park Improvements		Park Benches	
Sentry Funds for Friends	\$834	DLK Enterprises	\$4,000	In Memory of Mary LaBelle	\$1,500
Charter Cable (in-kind TV service)	\$780	Friends of the Mounds	<u>\$200</u>	In Memory of Loren & Georgia Stelse	<u>\$1,500</u>
Program Donations	\$760		\$4,200		\$3,000
Our House (movie sponsor)	\$240	Youth Sports Equipment		Freeze Fest	
Whitewater Country Club (in-kind)	\$184	Friends of the Program	\$1,300	Commercial Bank	\$250
Anonymous	\$100				
Cell Phone Recycling	\$70				
Whitewater Greenhouse (in-kind)	\$48				
Bingo Donors	<u>\$3,309*</u>				
	\$6,325				

* Approximately donated in Prizes and Gift Certificates

Total 2010 Donations: \$24,816.85